BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Subsidiary Diploma in Business Pearson BTEC International Level 3 Foundation Diploma in Business Pearson BTEC International Level 3 Diploma in Business Pearson BTEC International Level 3 Extended Diploma in Business
Unit number and title	**Unit 28: Sales Techniques and Processes**
Learning aims	**A:** Understand the preparation and professional practices required in the sales process **B:** Explore the principles and procedures involved in completing successful selling
Assignment title	**Sales processes used to support successful selling**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working part-time in a local business which sells mobile phones and accessories. Sales staff advise customers on appropriate contracts based upon their personal circumstances. Most contracts for mobile phones are based upon usage related to aspects such as: • Data requirements • Telephone usage (usually in minutes) • Number of text messages Usage can be fixed at a certain amount or unlimited. For example, usage can be fixed at 5,000 texts per month or unlimited texts per month. Similarly for data requirements and telephone usage. Unlimited use contracts are more expensive than fixed usage. Examples of contracts may be: • pay-as-you go (PAYG) • fixed payment each month for a specific period of time • purchase of the phone outright plus PAYG or monthly contract The cost of mobile phones is dependent upon a number of factors including: • Brand • Data storage • WiFi and Bluetooth connectivity • Camera features As well as selling mobile phones the business also sells a range of accessories including: • Mobile phone cases and covers

	• Screen protectors • Cables • Earphones • Wireless charging pads • Mobile phone insurance On top of their salary, sales staff earn a commission of 5% commission on all sales. You will be required to prepare relevant documentation for a meeting with a prospective B2C customer interested in purchasing a mobile phone. When preparing the documentation, you must apply relevant ethical and legal sales practices, protections and restraints to your sales pitch. Conclude your preparation by outlining the terms of your proposed sales contract. You will follow up by writing a report that explores the relationship between the sales process, successful sales and ethical sales practices. You are working part-time sales assistant in which sells mobile phones.

Task 1	Your manager gives you Customer Data Sheet which provides some outline information on a number of prospective customers who are seeking to purchase a mobile phone. Using the information provided on each customer, prepare a set of detailed customer information and sales documentation. This documentation will ~~later~~ be used in a face-to-face sales meeting with the individual customers. **PART ONE** 1. Profile the prospective customer by detailing the additional information you would require from each customer considering, for example, their age, needs and preferences, economic and social status and values and beliefs. Use the information gathered on their behaviours and attributes to create a customer profile o help you better understand each customer and their specific requirements. 2. Supply a detailed sales proposition for each customer that includes~~,~~ information such as lead times, product/service availability, pricing and product range, and any mobile phone accessories that they may wish to consider 3. Produce a commercially attractive quotation for ~~this~~ each customer. This must provide essential information to allow them to make an informed choice as to the mobile phone which best meets their requirement i.e. price calculations, discounts, delivery conditions, and payment terms. You may decide to provide them with different options for them to consider and provide your own professional judgement on what phone you consider would meet their requirements from the options you have suggested. **PART 2** Your manager is sure that your upcoming face-to-face meeting with the customer will result in further sales, and has asked you to submit an ~~evaluative~~ report, referencing the customer information you have prepared. Your report must include o The importance of good customer information and sales systems in the preparation and planning of professional sales meetings **o** The relationship between the professional behaviour of the salesperson in contact with customers in different contexts, both face-to-face and remote, and successful sales o The benefits to the organisation of using ethical sales practices at each stage in the sales process o The legal implications of the selling process and the implications of breaching statutory legislation for the salesperson and for the organisation.

Task 2	The customers would like to go ahead with their purchase. You are now required to: o Make a record of the negotiations with customer and the offer agreed,

	outlining the terms of your proposed sales contract o Transfer the quotation into a sales order o Show how secure storage and confidentiality regarding disclosure and access arrangements of this data will be applied to comply with the most up-to-date data protection legislation.
Task 3	Following the completion of your work experience placement your teacher asks you to prepare a set of six presentation slides and speaker notes which could be used in a formal presentation to the rest of your student group. Your presentation slides should describe ***The importance of post-sales processes*** and cover the following aspects: o The processes to be completed following a customer meeting agreeing a sale, and the importance of completing these post-agreement processes in line with organisational procedures and the sales contract o The benefits of completing immediate processes following closure of the sale and of monitoring the ordering process to completion o Potential issues that can arise at different stages of the after-sales processes and their impact.
Checklist of evidence required	• Portfolio of evidence to include: o a customer profile o a sales proposition o an individual ~~evaluative~~ report o a quotation o record of the negotiation o a set of presentation slides and speaker notes

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
28/A.D1	Evaluate the importance of professional behaviour, ethical sales practices, and preparation for a sales meeting, referencing own comprehensive pre-sales customer information.
28/A.M1	Produce detailed pre-sales customer information.
28/A.M2	Analyse the importance of professional behaviour, ethical sales practices, and preparation for a sales meeting.
28/A.P2	Explain the professional behaviour, ethical sales practices, and preparation required for a sales meeting.
28/A.P1	Produce pre-sales customer information.
28/B.D2	~~Evaluate the importance of post-sales processes required following a customer meeting agreeing a sale, referencing own comprehensive quotation and post-sales customer information.~~ Evaluate the importance of post-sales processes required following the agreement of a sale, referencing own comprehensive quotation and post-sales customer information.
28/B.M3	~~Produce accurate, detailed quotation and post-sales customer information.~~ Produce an accurate, detailed quotation and post-sales customer information.
28/B.M4	~~Analyse the importance of the post-sales processes required following a customer meeting agreeing a sale~~ Analyse the importance of the post-sales processes required following the agreement of a sale.
28/B.P3	Produce accurate quotation and post-sales customer information.
28/B.P4	Explain the post-sales processes required following a customer meeting agreeing a sale.
Sources of information to support you with this Assignment	**Websites** ~~http://blog.varstreetinc.com/what-is-a-sales-quotation-tips-to-create-effective-quotations/~~ ~~www.associationofprofessionalsales.com/professional-development/sales-code-conduct-aps-ethical-professional/~~ www.instituteofcustomerservice.com www.marketingdonut.co.uk www.salesforce.com/uk/learning-centre/crm/what-is-crm/
Other assessment materials attached to this Assignment	~~**Further data will be provided by the teacher/centre as per the unit delivery guide.**~~ Customer data sheet

Brief	

CUSTOMER DATA SHEET

. College student	Living away from home. Does not drive. Limited budget.
Business professional	Male; Job role involves significant travel both home and abroad
65 year-old pensioner	Limited mobility. Only daughter lives in a nearby town.
25 year old female	Lawyer; city-based with a large client base; attends a number of external meetings with clients plus court appearances; single with an active social life.
30 year old female	Two children Runs her own secretarial business from home.